

## ORDER



**Orders**  
**Order / Rev:** 168488  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 12322  
**Flight Dates:** 10/08/12 - 10/14/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** GENERAL

**KSTP-TV, LLC and KSAX-TV**

**Primary AE:** Local Account KSTP House  
**Sales Office:** MSP  
**Sales Region:** Local

**Agency Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030-7428

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Graves for Congress  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 4  
**Revenue Codes:** AGY, PAID, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	99	\$46,775.00	\$39,758.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	99	\$46,775.00	\$39,758.75	0.00
<b>Totals</b>	<b>99</b>	<b>\$46,775.00</b>	<b>\$39,758.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local Account KSTP House			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSTP-TV, LLC and KSAX-TV	23%	\$46,775.00
Market	100%	\$203,369.57

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$50,842.39
KMSP	25%	\$50,842.39
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	2%	\$4,067.39
WCCO	25%	\$50,842.39
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	10/08/12	10/14/12	M-F 5-530a News M-F 5-530a News	CM	5-530a	11111--	:30	5	\$175.00	4	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--			5		\$175.00			0.00			
N 2	M	10/08/12	10/14/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	11111--	:30	5	\$175.00	4	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--			5		\$175.00			0.00			

Order / Rev: 168488  
Alt Order #:  
Flight Dates: 10/08/12 - 10/14/12

Advertiser: Graves for Congress  
Product Desc:  
Estimate: 12322

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	M	10/08/12	10/14/12	M-F 6-7a News M-F 6-7a News	CM	6-7a 11111-- (6:00 AM-6:30 AM)	:30	5	\$300.00	4	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--				5	\$300.00		0.00			
N 4	M	10/08/12	10/14/12	M-F 6-7a News M-F 6-7a News	CM	6-7a 11111-- (6:30 AM-7:00 AM)	:30	5	\$300.00	4	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--				5	\$300.00		0.00			
N 5	M	10/08/12	10/14/12	M-F GMA M-F GMA	CM	7-9a 22222--	:30	10	\$250.00	4	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	22222--				10	\$250.00		0.00			
N 6	M	10/08/12	10/14/12	SA GMA Sa GMA	CM	7-8a -----1-	:30	1	\$300.00	4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$300.00		0.00			
N 7	M	10/08/12	10/14/12	Su 6-7a Sun 6-7a News	CM	6-7a -----1 (6:30 AM-7:00 AM)	:30	1	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1				1	\$150.00		0.00			
N 8	M	10/08/12	10/14/12	SU GMA Su GMA	CM	7-8a -----1	:30	1	\$400.00	4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1				1	\$400.00		0.00			
N 9	M	10/08/12	10/14/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a 1-1-1--	:30	3	\$150.00	4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-1-1--				3	\$150.00		0.00			
N 10	M	10/08/12	10/14/12	M-F The View M-F The View	CM	10-11a 11111--	:30	5	\$250.00	4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--				5	\$250.00		0.00			
N 11	M	10/08/12	10/14/12	M-F Midday News M-F Midday News	CM	11a-12p -1-1--- (11:00 AM-11:30 AM)	:30	2	\$150.00	4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1-1---				2	\$150.00		0.00			
N 12	M	10/08/12	10/14/12	M-F Midday News M-F Midday News	CM	11a-12p 1-1-1-- (11:30 AM-12:00 PM)	:30	3	\$150.00	4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-1-1--				3	\$150.00		0.00			
N 13	M	10/08/12	10/14/12	M-F 12-1p 9/26-TFN The Chew	CM	12-1p -1-1---	:30	2	\$150.00	4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1-1---				2	\$150.00		0.00			
N 14	M	10/08/12	10/14/12	M-F 2-3p 9/10-TFN Katie	CM	2-3p ----1--	:30	1	\$125.00	4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----1--				1	\$125.00		0.00			
N 15	M	10/08/12	10/14/12	M-F 3-4p Twin Cities Live	CM	3-4p 11111--	:30	5	\$100.00	4	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--				5	\$100.00		0.00			
N 16	M	10/08/12	10/14/12	M-F 4-430p Millionaire	CM	4-430p 11111--	:30	5	\$150.00	4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--				5	\$150.00		0.00			
N 17	M	10/08/12	10/14/12	M-F 430-5p News 430p News	CM	430-5p 11111--	:30	5	\$150.00	4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 168488  
 Alt Order #:  
 Flight Dates: 10/08/12 - 10/14/12

Advertiser: Graves for Congress  
 Product Desc:  
 Estimate: 12322

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	M	10/08/12	10/14/12	M-F 430-5p News 430p News	CM	430-5p	11111--	:30	5	\$150.00	4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--			5		\$150.00			0.00			
N18	M	10/08/12	10/14/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$350.00	4	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--			5		\$350.00			0.00			
N19	M	10/08/12	10/14/12	M-Su ABC Nightly News M-Sa ABC Nightly News	CM	530-6p	1--1---	:30	2	\$450.00	4	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	1--1---			2		\$450.00			0.00			
N20	M	10/08/12	10/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$450.00	4	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--			5		\$450.00			0.00			
N21	M	10/08/12	10/14/12	M-F 630-7p M-F 630-7p	CM	630-7p	11111--	:30	5	\$400.00	4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--			5		\$400.00			0.00			
N22	M	10/08/12	10/14/12	Monday Prime C Castle	CM	9-10p	1-----	:30	1	\$3,500.00	4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----			1		\$3,500.00			0.00			
N23	M	10/08/12	10/14/12	Tue Spcl 6 Dancing Results Show	CM	8-9p	-1-----	:30	1	\$3,500.00	4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-1-----			1		\$3,500.00			0.00			
N24	M	10/08/12	10/14/12	Wednesday Prime C Nashville	CM	9-10p	--1----	:30	1	\$2,000.00	4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	--1----			1		\$2,000.00			0.00			
N25	M	10/08/12	10/14/12	Friday Prime C 20/20	CM	9-10p	----1--	:30	1	\$1,800.00	4	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	----1--			1		\$1,800.00			0.00			
N26	M	10/08/12	10/14/12	Sunday Prime B Once Upon a Time	CM	7-8p	-----1	:30	1	\$3,500.00	4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1			1		\$3,500.00			0.00			
N27	M	10/08/12	10/14/12	Sunday Prime C Revenge	CM	8-9p	-----1	:30	1	\$3,000.00	4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1			1		\$3,000.00			0.00			
N28	M	10/08/12	10/14/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	11111--	:30	5	\$700.00	4	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--			5		\$700.00			0.00			
N29	M	10/08/12	10/14/12	M-F 1102p News M-F 1102p News	CM	1102-1132p	--1-1--	:30	2	\$175.00	4	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	--1-1--			2		\$175.00			0.00			
N30	M	10/08/12	10/14/12	Su 1035-1105p Nws Sun 1035-1105p News	CM	1035-1105p	-----1	:30	1	\$400.00	4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1			1		\$400.00			0.00			
N31	M	10/08/12	10/14/12	M-F 1035-1102p Nightline	CM	1035-1102p	-1-1---	:30	2	\$350.00	4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 168488  
 Alt Order #:  
 Flight Dates: 10/08/12 - 10/14/12

Advertiser: Graves for Congress  
 Product Desc:  
 Estimate: 12322

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N31	M	10/08/12	10/14/12	M-F 1035-1102p Nightline	CM	1035-1102p	- 1- 1- - -	:30	2	\$350.00	4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- 1- 1- - -	2		\$350.00		0.00						
N32	M	10/08/12	10/14/12	M-F 1132p-1236a TFN Jimmy Kimmel	CM	1132p-1236a (11:32 PM-12:05 XM)	1- - - - -	:30	1	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	1- - - - -	1		\$150.00		0.00						
N33	M	10/08/12	10/14/12	Wednesday Prime B Modern Family	CM	8-9p	- - 1- - - -	:30	1	\$4,500.00	4	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - 1- - - -	1		\$4,500.00		0.00						
													Totals	99	\$46,775.00